



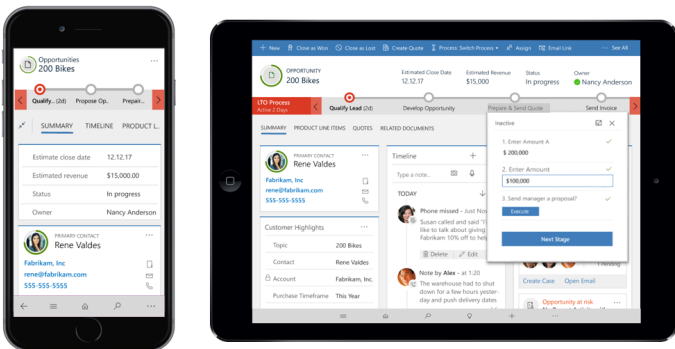
Power-CRM is a full-featured customer relationship management solution for sales, marketing and customer support. Power-CRM is built on the Microsoft Power Platform, the same platform that Microsoft Dynamics 365 (CRM) is built on, in fact the base of Power-CRM is Dynamics 365.

Power-CRM and Dynamics 365 can co-exist in the same instance as they share the same subscription and instance as they share the same database (Common Data Model). You can mix Power-CRM and Dynamics 365 licensing to provide the specific features needed to each user in your company.

This document provides a comparison between the functionality in Power-CRM and Dynamics 365.

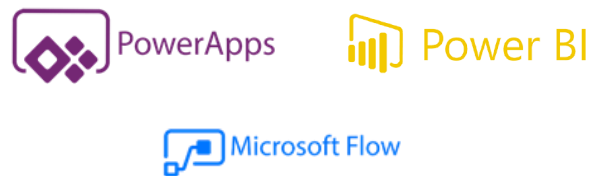
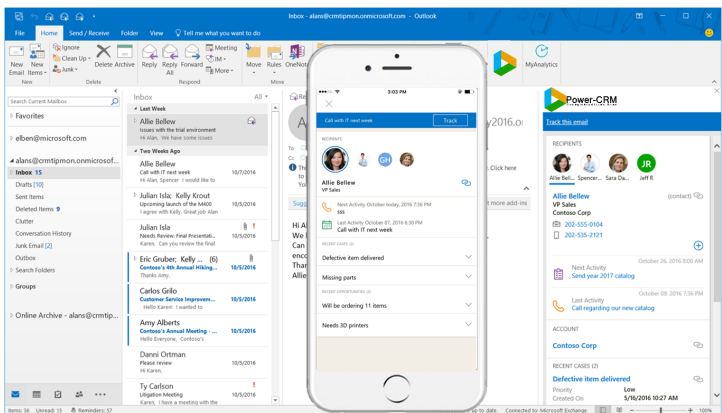
Mobile Client

Take Power-CRM with you by using the Microsoft Dynamics 365 mobile client, available for Android, iOS and Microsoft smartphones and tablets. The same mobile client is used for both Power-CRM and Dynamics 365.



Outlook/Exchange Integration

Power-CRM runs right inside Microsoft Outlook (desktop, web and mobile) using the Dynamics 365 App for Outlook, the same app used with Dynamics 365.



Use the tables on the following pages to compare functionality offered by Power-CRM and Dynamics 365 by license type. If users in your organization require specific features/functionality only offered in a Dynamics 365 license, those users can be licensed with Dynamics 365 licenses and other users with Power-CRM licenses.



Feature	Power-CRM Contact Management	Power-CRM Sales & Customer Service	Dynamics 365 Sales Pro.	Dynamics 365 Sales Enterprise	Dynamics 365 Customer Service Pro	Dynamics 365 Customer Service Enterprise	Dynamics 365 Marketing Module
General							
Mobile Client	X	X	X	X	X	X	
Outlook Application Integration	X	X	X	X	X	X	X
Power BI Integration	X	X	X	X	X	X	X
Microsoft Exchange Server Side	X	X	X	X	X	X	X
Forms Pro Integration	X	X	X	X	X	X	X
InsideView Insights	\$20/u/m	X	\$95/u/m	\$95/u/m	\$95/u/m	\$95/u/m	\$95/u/m
Maplytics	\$10/u/m	\$10/u/m	\$15/u/m	\$15/u/m	\$15/u/m	\$15/u/m	\$15/u/m
SharePoint Online Integration	X	X	X	X	X	X	X
Leadfeeder Integration		X	X	X	X	X	X
Portals	X	X	X	X	X	X	X
Business Card Scanning	X	X	X	X	X	X	X
Visual Colors on Views of Overdue Items (Activities/ Opportunities)	X	X					
Activity Delegation Management	X	X					
Enhanced Activity Follow Up	X	X					
Enhanced Activity Screens	X	X					
Queues	X	X	15 max	X	15 man	X	X
Excel Integration	X	X	X	X	X	X	X
Word Integration	X	X	X	X	X	X	X



Feature	Power-CRM Contact Man- agement	Power-CRM Sales & Customer Service	Dynamics 365 Sales Pro.	Dynamics 365 Sales Enterprise	Dynamics 365 Customer Service Pro	Dynamics 365 Customer Ser- vice Enterprise	Dynamics 365 Marketing Mod- ule
General							
Manage Relationships (connections) between		X	X	X	X	X	X
Manage User Teams	X	X	X	X	X	X	X
Field Auditing	X	X	X	X	X	X	X
Business Process es	X	X	5 max	X	5 max	SX	X
Duplicate Detection Rules	X	X	X	X	X	X	X
Import Data in Bulk		X	X	X	X	X	X
Advanced Find	X	X	X	X	X	X	X
Builtin Reports & Dash- boards	X	X	2 max	X	2 max	X	X
Workflows	X	X	X	X	X	X	X
Add-On Modules	Power-CRM	Dynamics 365					
Field Service		X					
Project Service		X					

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Feature	Power-CRM Contact Man- agement	Power-CRM Sales & Customer Service	Dynamics 365 Sales Pro.	Dynamics 365 Sales Enterprise	Dynamics 365 Customer Service Pro	Dynamics 365 Customer Ser- vice Enterprise	Dynamics 365 Marketing Module
Entities							
Activity Manage- ment	X	X	X	X	X	X	X
Timeline	X	X	X	X	X	X	X
Contacts	X	X	X	X	X	X	X
Accounts	X ₁	X	X	X	X	X	X
Master/Sub Hierar- chy	X	X	X	X	X	X	X
Custom Entities	X	X	15 max	X	15 Max	X	X
Notes	X	X	X	X	X		
Case/Ticket Man- agement		X	X ₂	X ₂	X		
Competitors	X	X		X			
Lead/Prospect Management		X	X	X			
Opportunity/ Forecast		X	X	X			
Sales							
Built-in Sales Cycle Analysis (Prospect and Opportunity)		X					
Sales Lead/ Prospect Follow Up Tracking		X					
Enhanced Oppor- tunity Manage- ment & Forecasting		X					
Sales Goal Manage- ment				X			
Built-in Prospect Sales Process		X					
Built-in Customer Account Manage- ment Process		X					
Sales Literature		X	X	X	X	X	X
Territories		X		X		X	
Account (Cust. & Prospect) Ranking		X					



Feature	Power-CRM Contact Man- agement	Power-CRM Sales & Customer Service	Dynamics 365 Sales Pro.	Dynamics 365 Sales Enterprise	Dynamics 365 Customer Service Pro	Dynamics 365 Customer Ser- vice Enterprise	Dynamics 365 Marketing Module
Sales							
Product Management		X	X	X			
Price Lists			X	X			
Product Bundles, Families & Hierarchies			X	X			
Quick Campaigns		X		X			
LinkedIn Integration (Relationship Sales)				X			
Marketing							
Email Templates (basic)	X	X	X	X	X	X	X
Email Templates (full)		X6					X
Email Marketing		X3	X	X			X
Lead Scoring							X
Marketing Campaigns		X6					X
Marketing Lists		X5					X
Event Management							X
Customer Service							
Queues (email to case)		X			X	X	
Easy SLA Manage- ment		X					
Knowledgebase				X	X	X	
Service Calendar					X	X	
Service Contracts/ Entitlements					X	X	





Feature	Power-CRM Contact Man- agement	Power-CRM Sales & Customer Service	Dynamics 365 Sales Pro.	Dynamics 365 Sales Enterprise	Dynamics 365 Customer Service Pro	Dynamics 365 Customer Ser- vice Enterprise	Dynamics 365 Marketing Module
Marketing							
Email Marketing		X ³					X
Lead Scoring							X
Marketing Cam- paigns		X ³					X
Marketing Lists		X					X

1 Customer Accounts only, no Prospect Accounts

2 Limited—Limited edit, no business process flows, cannot resolve/close cases

3 Basic email marketing—Create/manage HTML templates, send to single or groups of contacts, opt-out management, emails sent through customers email server (or Office 365 account)

4 Sales Literature—via SharePoint integration

5 Marketing Lists—Releasing Q1 2020

6 Email Templates (Advanced) - Requires Mailchimp Subscription